

THE REVIEW

Vol. XXXV—No. 34

July 31, 1941



In This Issue

READ WHAT JEWETT RICKER SAYS
about

The World's Best Investment

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**Today is hard. Tomorrow will
Be harder still
Yet God has kindly placed between
A threefold screen
Of sunset sky, sleep's downy wings,
And dawn that sings,
That I may view with tranquil heart
Each day apart.**

—BELLE CHAPMAN MORRILL.

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The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.

THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, JULY 31, 1941

No. 34

How Are You Going to Say "Merry Christmas" to Your Customers and Prospects?

That's a thing all business men need to think about right now and deciding the question will keep one's mind off the hot weather and will avoid regret at the Holiday Season because the matter wasn't attended to early. Good Will was never more valuable than this year and the business man cannot afford not to continue to build good will in this year of 1941. Buying early, where possible, aids in the Defense Program.

HOW CAN YOU INCREASE YOUR EARN- INGS FROM \$1,000 TO \$3,000 ANNUALLY?

You can do this selling DAD—Mailing Cards, Blotters, House Organs. As a starter, why not set a quota for yourself of from five hundred to a thousand dollars in commissions from DAD sales? You who now make that much, raise it from one thousand to two thousand dollars. If you're good on selling blotters, concentrate on mailing cards, house organs and post cards.

If you'll promise me to spend three or four hours a week studying DAD, then a certain number of hours in presentations, I'll promise you increased earnings of anywhere from five hundred dollars a year and up. There is no closed season on DAD. A direct mail service starts any time. If you will learn the story of the value and importance of new customers, and tell it to as many business men as you can, you'll learn how to sell direct mail. You have a wonderful and timely DAD Line. You are losing money if you do not sell it. DAD will help you win the GROCERIES.

To my mind, in these days of change that are necessary in connection with the Defense Program, DAD is a natural through which a business man can tell the Who, What, Why, When, Where of his product.

Remember, what you can do is wrapped right up in your own personality. Best of luck.

J. Mackey

Keep on Selling

Walter D. Fuller, president of the Curtis Publishing Company, and president of the National Association of Manufacturers, summarized in his address at the Bloomington meeting of the American Marketing Association, reported in the June 30 issue of **Advertising Age**, the sound conception of advertising and marketing functions during the defense emergency which we believe is held by business executives generally.

The idea that all normal sales and promotion functions must be abandoned while the country carries forward the emergency program was riddled by Mr. Fuller as an example of defeatist thinking. Conceding that every American puts the national program first, and that military preparedness necessarily has the right of way, Mr. Fuller emphasized the fact that American initiative and resourcefulness can and will make it possible to produce, distribute and advertise the myriad products needed by the civilian population.

Research and selling, he said, "are important to defense as weapons against inflation, as tools in price regulation, in building morale, in making it clear to the public why there may be shortages, and in showing what patriotic American business and industry are doing in producing military goods and serving our civilian population.

"Those who say it is unpatriotic to continue research and selling in nondefense lines are defeatists. They do not know American industry. Where would we be today had we not freedom of research and selling? The capacity and the 'know-how' to do the defense job would still be unborn. America today should thank advertising, selling and research for what has been done in stimulating production in this country so that in this hour of emergency America has the capacity and facilities with which to manufacture our defense of democracy."

Mr. Fuller recalled the testimony of Leon Henderson before a Congressional committee, in the course of which he said, "We are in danger of setting our sights too low on what we can produce for civilian life without the slightest interference with defense needs. For the life of me, I cannot see why the United States, using only 20 per cent of the national income for defense even in the fiscal year 1942, must pull in its belt on thousands of items unrelated to its defense program."

This is the sort of courageous gospel which business executives should be preaching to their associates and to the general public. It means supporting the emergency program with non-defense production which will insure the maintenance of our economy on a sound basis.

—Advertising Age, July 7, 1941.

N O W !

Before we know it all the stores will be advertising "Only _____ days left to do your Christmas shopping." We say the same thing in another way, "Let's move the calendar ahead." Situations are arising daily that make us appreciate the need for moving the calendar ahead, and we cannot urge you too much to do everything in your power to send your late business in early.

One manufacturer in an entirely different field told me at lunch today that in answer to a rush order placed recently, he received an acknowledgment saying, "Delivery will be made next February if possible." The same thing is happening to us and while we are well off in connection with our probable needs, we should do everything we can to save disappointments to customers in the fall.

We don't know how much longer materials will be available for leather. Hides and findings are much harder to procure than even a few weeks ago. Materials for the pencil line are in a very precarious position, and the closing date for Christmas delivery will be much earlier this year than last.

It would be using excellent judgment for all salesmen to see all prospects at once and urge them to make their selections N O W.

It is also imperative that all orders should be complete with copy, cuts and ready for production. This year we will give preference to complete orders, and if orders are written now and instructions follow later they will take their turn with the orders that are placed the last few weeks of the year.

Let's bring the calendar ahead.

James R. Talcott

BUSINESS BOOM IN FULL SWING!

GERLACH-BARKLOW GO-GETTERS ARE BRINGING HOME PLENTY OF GROCERIES

MISS KATHERINE MELCHER SETS A SWIFT PACE WITH A TEN-THOUSAND-DOLLAR WEEK

There's a lot more good news than we're able to tell you about, but once more we just hit the high spots.

The finest achievement of the week is Miss Katherine Melcher's \$10,000 week. Her best order comes from one of America's big publishing concerns and the order calls for Carrier's Greeting Calendars.

This order comes from a former customer who has not bought in ten years and our hats are off to Miss Melcher for bringing home the groceries in such lavish quantity.

Miss Melcher's second order comes from one of the biggest dairies in a state that is renowned for its dairy products. The subject sold is "Spirit of America" and we're glad and proud to state that this fine subject, plus Miss Melcher's brand of salesmanship, won the order in the face of competition that would have daunted a less hardy soul than our little Lady Melcher. We're especially proud of the fact that Miss Melcher is a Joliet girl who has plenty of what it takes to sell on merit.

Now, Katherine, will you PLEASE send us your photograph?

A. W. THURN OF WISCONSIN SCORES SIX TIMES FOR A TOTAL OF \$1,500

Thurn's biggest order of the week comes from a MANUFACTURER and calls for a special calendar, "Madonna of the Moonlight" made up on special mounts, and the price is a good bit over \$1,000.

The customer has also purchased the original painting which hangs in the private collection of the president of the concern, and which he prizes very highly. For the benefit of new members of the sales force we might state that this is an old Gerlach-Barklow subject.

Mr. Thurn's second is a \$127 sale of AIR PILOTS to a FUEL OIL DEALER.

Third on the list is a \$152 sale of Paragon to a LUMBER DEALER.

Fourth is an \$85 sale of Pencils to a CANDY MANUFACTURER.

Fifth is a sale of Pens and Pencils to a LUMBER DEALER, and sixth is a sale of Paragon to a PONTIAC SALES AND SERVICE.

SAM RABORN OF WEST VIRGINIA MAKES THIRTEEN SALES FOR \$1,300

Mr. Raborn made a \$553 sale of Paragon and Pencils to a MINING INSTITUTE and another \$212 sale of Paragon to the same customer.

He also made a \$100 sale of "Spirit of America" and "Priceless Heritage" to a FUNERAL DIRECTOR, and a \$100 sale of Paragon to a COAL DEALER.

His other sales were as follows—"Forever Yours" in art mounts and hangers to a FLORIST—a new customer. "My Diary" to a DEPARTMENT STORE—another new customer. "Peekaboo" to a BROKER—another new one. Paragon Billfolds to a COAL DEALER. Paragon Key Cases to a COAL DEALER. Paragon to a FUEL DEALER. Paragon Ladies' Vanities to a COAL DEALER. Paragon Photo Cases to a COAL DEALER, and "Their Priceless Heritage" to a FORD DEALER.

Leo Himelhoch scores three times for a total of \$500. FD Service to a FUNERAL DIRECTOR for \$262, Class X "Dog-O-Log" Blotters for \$200 to a CYCLONE INSURANCE COMPANY, and "Their Priceless Heritage" to a LUMBER DEALER for \$40.

H. N. Buckley of California made a \$265 sale of News Quiz, using the "Playmates" girl series. The buyer is a DENTAL SUPPLY DEPOT—an old customer.

Groomes of Michigan makes ten hits for over \$300. His biggest is a sale of Pencils and Letter Openers to an AUTO SERVICE STATION.

He also sold "Spirit of Youth" to a GROCERY AND MARKET, "Spirit of America" to an AUTO SERVICE STATION, "Houghton Mill" to a BEAUTY SHOP, Last Edition calendars to a RESTAURANT, Paragon Key Cases to a SERVICE STATION, "Spanky Safety School" to a GARAGE, Memorial Record Books No. 7 to a FUNERAL HOME, "Come Back Here" to a COOPERATIVE GRAIN ELEVATOR and "Steady" to a COAL DEALER. There's a clever copy line on this last order—"WE DON'T KEEP THE BEST—WE SELL IT."

By-the-way, eight of Groomes' sales were to new customers.

Eugene Keltner made six sales for nearly \$400. His best was a \$234 sale of FD Service to a FUNERAL DIRECTOR. He also made a \$112 sale of Religious Calendars to a FUNERAL HOME. Fans to another FUNERAL HOME, Paragon to another FUNERAL HOME, "Spirit of America" to still another FUNERAL HOME, "Priceless Heritage" to another FUNERAL HOME and Memorial Records to another FUNERAL HOME.

A. C. Talerico is still keeping up his pace and making plenty of hay while the sun is shining. This week he makes seven sales for nearly \$200 as follows—Ger-Bars to a LAUNDRY, Holiday Greetings to a DAIRY, Pencils to a SAND AND GRAVEL DEALER, Paragon Key Cases to a FORD DEALER, "Houghton Mill" to a SERVICE STATION, Christmas Letters to an OIL DEALER, and Magic Pads to a FLORIST.

Six of Mr. Talerico's sales were to new customer.

V. A. Magnuson of Minnesota scores three times for nearly \$300, a \$160 sale of "Sunrise" to a dealer in AUTO PARTS, a \$100 sale of Paragon to an AMBULANCE SERVICE, and a sale of "Joy of Living" to a FUEL DEALER. All three are new customers.

Jack H. Sanders of Missouri made a \$100 sale of "Especially For You" to a NATIONAL BANK to advertise, "FIFTY-TWO YEARS OF CONTINUOUS SERVICE."

Ray Lehman of Pennsylvania created a new account with a \$350 sale of "A Long Life and a Healthy One" to a DAIRY.

G. R. Russell scores three times for an even \$100—Holiday Greetings to a FORD DEALER to advertise "YOUR FRIENDLY FORD

DEALER," "The Joy of Living" to a BEAUTY SCHOOL and FD Service to a FUNERAL DIRECTOR.

Harold Ricker made three sales for \$150—"Will Rogers" to a CLEANER, Last Edition Hangers to a TEXTILE MANUFACTURER and Paragon to a DRUGGIST.

Tom Perrott of New Jersey scores four times for \$210—Business Calendars to a MANUFACTURER, Business Calendars to an ELECTRIC REPAIR COMPANY, Direct Mail Folders to a FREIGHT TRANSPORT COMPANY and Business Calendars to an INSURANCE AGENCY.

L. E. Page of Virginia made four sales for \$150—"Spirit of America" to a STATE BANK to advertise, "BANK WITH US AND YOU CAN BANK ON US." Also Religious Ger-Bars to a FUNERAL HOME and "Spirit of America" to a SAVINGS AND LOAN ASSOCIATION and "Rah! Rah! Rah!" to a BEAUTY SALON.

Tom Orvis of Ohio scores twice for \$225—a \$150 sale of Family Record Booklets to a HOME SAVINGS COMPANY, a new customer. This order calls for 1,000 booklets and is one of the best sales of this new booklet yet recorded. How many times have YOU sold it?

Mr. Orvis also sold Paragon Key Cases to a dealer in INDUSTRIAL SUPPLIES AND EQUIPMENT for \$75.

A. C. Miller of Illinois makes six sales for \$125. Pencils to BEAUTY SHOP, Ger-Bars to a GROCER, Pencils to a COAL AND FEED DEALER, "Rah! Rah! Rah!" to a BEAUTY SALON, "Spirit of America" to a FUNERAL DIRECTOR, and "A Long Life and a Healthy One" to a DELIVERY COMPANY.

E. E. Meyer made three sales for \$150. Ger-Bars to a GROCER, "Scenes of My Childhood" to a CONSTRUCTION COMPANY, and "Spanky's Safety School" to an OLDSMOBILE DEALER.

George H. Maloney makes a \$300 sale of Paragon to a PAINT AND VARNISH MANUFACTURER.

H. M. McCargar of Illinois scores twice for \$235. "Playmates" Blot- ters to a LUMBER DEALER for \$120, and Paragon Key Cases to a PONTIAC DEALER for \$115.

C. L. Lewellen of Ohio makes three sales for \$160. "Silver Dawn" and "Proud Mothers" to a MILLING COMPANY for \$105. Holiday Greetings to a FUNERAL HOME, and "A Long Life and a Healthy One" to a FARM SUPPLY DEALER.

Clifford Higgins makes eight sales for over \$300. "Happy Bluebird Family" to a STATE BANK for \$150. Last Edition Billboards to a BANK, Will Rogers to a FUNERAL HOME, FD Service to a FUNERAL DIRECTOR, "Priceless Heritage" to a DOCTOR, Fans to a FURNITURE DEALER, Paragon Desk Memo Pads to a FURNITURE STORE and FD Service to a FUNERAL HOME.

Bill Herrmann of Michigan scores twice for \$185—Ger-Bars to a CLEANER for \$170 and FD Service to a FUNERAL HOME for \$16.

H. A. Gorsuch sells three orders for \$165. "Milk Facts" Calendars to a DAIRY FARM, "My Diary" Baby Books to a FURNITURE DEALER, and Paragon Key Cases to a TEXACO STATION—all new customers.

Jim Gammell of Massachusetts scores three times for \$150—No. 7 Memorial Record Books to a FUNERAL HOME, Business Calendars to a FARM PRODUCE DEALER, and "Golden Rule" Blotters to a PRODUCE COMMISSION HOUSE.

Harry Etter of California made a \$175 sale of Paragon to a FUNERAL DIRECTOR.

W. J. Eggleston of New York rings up four sales for \$200—Business Calendars to a BUS LINE, "Silver Dawn" to a FORD DEALER, FD Service to a FUNERAL HOME and Paragon Key Cases to a CHRYSLER AND PLYMOUTH DEALER.

E. C. Doudna made a \$125 sale of Religious Calendars and FD Service to a FUNERAL HOME.

Guy Dean makes six sales for \$225—Paragon to a TRANSPORT COMPANY, "Come Back Here" to a UTILITIES EQUIPMENT COMPANY, FD Service to a FUNERAL DIRECTOR, Knives to a FUEL TRANSPORT, Knives to a LUMBER DEALER, and Knives to an ADVERTISING SALESMAN.

B. A. Day of Connecticut makes three sales for nearly \$200—"Bright Eyes" to a DAIRY, Pencils to a FUEL DEALER and Paragon to a MANUFACTURER.

Charles Clayton of Pennsylvania scores three times for \$150—"Spirit of Youth" Blotters to a FARM PRODUCE DEALER, FD Service to a FUNERAL DIRECTOR, and Greetings to a CANDY MANUFACTURER.

Charles Chamberlain makes three sales for \$150—Paragon to a MANUFACTURER, Paragon Billfolds to a SASH AND DOOR MANUFACTURER, and Paragon Pocket Files to a LUMBER DEALER.

F. A. Britten sold "Spirit of America" in billboards and Utility calendars to a CHEVROLET DEALER for \$200.

H. C. Busack of Wisconsin, made a \$170 sale of Paragon to a SERVICE STATION.

Ralph Bond of Wisconsin makes four sales for \$200—"Autumn Rhapsody" to a MILLING COMPANY for \$118, Paragon to another MILLING COMPANY, Pencils to a WOOD PRODUCTS MANUFACTURER, and Paragon to a MANUFACTURER.

E. L. Vincent of New York scores four hits for \$200. "Steady" in R-2 to a BUILDERS' SUPPLY DEALER, "Spanky's Patrol" to a FUNERAL HOME, "Clipper Ship Surprise" to a MARINE OUTFITTING COMPANY, "Happy Bluebird Family" to a DAIRY and "Happy Bluebird Family" to another DAIRY.

Lynn Walker made four sales for \$150—"Springtime" to a STYLE SHOP, Paragon Key Cases to a FORD DEALER, Pencils to a GULF OIL DEALER, and "Springtime" to a CHEVROLET DEALER.

Fred Shallish makes five sales for over \$350—"Playmates" in Class X to a MANUFACTURER OF SANITARY PAPER PRODUCTS for \$270, FD Service to a FUNERAL DIRECTOR, Sympathy Cards to a FUNERAL HOME, "In Remembrance Cabinets" to a FUNERAL HOME and Paragon Key Cases to a HARDWARE AND LOCK CONCERN.

S. C. Whalen sold "A Long Life and a Healthy One" to a DAIRY—a new customer for \$132 and "My Blue Heaven" on the Bread Facts calendar to a BAKERY.

Harry Timothy made a \$100 sale of Religious Calendars to a FUNERAL HOME and Paragon Key Cases to a RECREATION CLUB.

L. R. Shepard sold "Priceless Heritage" to an old customer—a FOUNDRY.

WE DON'T KEEP THE BEST—WE SELL IT
Sold by Groomes on "Steady" to a Coal and Grain Dealer

FLOWERS THAT PLEASE
Sold by Sam Raborn on "Forever Yours" to a Florist

OUR PERMANENT WAVES MAKE PERMANENT FRIENDS
Sold by Groomes on "Blue Heaven" to a Beauty Shop

BEAR US IN MIND WHEN HUNTING FOR QUALITY
Sold by Groomes on "Come Back Here" to a Grain Elevator

WE CLEAN EVERYTHING BUT YOUR CHARACTER
Sold by A. C. Talerico on Will Rogers to a Laundry

ALWAYS HUNTING FOR OPPORTUNITIES TO SERVE YOU BETTER
Sold by Magnuson on "Springtime" to an Auto Service

OUR CUSTOMERS ARE OUR WARM FRIENDS
Sold by Magnuson on "Joy of Living" to a Fuel Dealer

WE MAKE WIVES OF SWEETHEARTS AND SWEETHEARTS OF WIVES
Sold by G. R. Russell on "Joy of Living" to a Beauty Service

DEAR ERNIE:

If the "Family Record of Memorable Events" is as good as you say, I think, this little initial order by the National ought to run into something really good.

Mr. F——, like most bankers, is extremely conservative, so he is only ordering 200 of the booklets now, which he says he intends to present to most of the officials of the bank and to a selected list of customers.

If their reaction is good he says they will buy it for nearly all of their customers.

They have between twelve and fifteen thousand checking accounts, besides some more savings and trust department customers.

So you can imagine how much I hope the booklet makes a hit with the few who get one out of this first lot.

Cordially,

GUY DEAN.

MY WORK MUST GO ON

— GEORGE WASHINGTON CARVER

THE GERLACH-BARKLOW CO.
JOLIET, ILLINOIS

SECRETARY,
Tuskegee Institute,
Tuskegee, Alabama.

June 26, 1941.

Dear Sir:

Sometime ago we were granted permission to use a photograph of Dr. George Washington Carver, on art calendars to be sold to Negro businessmen. This is in line with our policy of using pictures of distinguished members of the Race for circulation on art calendars among Negroes.

In the July 5 number of LIBERTY, on page 62, I find among Fulton Oursler's comments, the following:

"I was delighted to hear that the man I nominated for the National Humanitarian Award by the Varieties Club of America was given that great honor at the recent convention in Atlantic City. The winner was Dr. George Washington Carver, of Tuskegee Institute. I was sorry not to be at the dinner, but I am glad that Dr. Carver won. He is one of my great admirations."

We intend using this paragraph among our salesmen so they may pass the information on to their customers, but before doing so we would like to know more about the significance of the award and we can think of no better way to kind out than through your institute.

We will appreciate any information on the subject you can give us.

Very truly yours,

E. J. BARKLOW, Vice Pres.

DR. GEORGE W. CARVER GIVES VARIETY CLUB'S THOUSAND DOLLARS TO CARVER FOUNDATION

Tuskegee Institute, Ala., May 30, 1941—Dr. George W. Carver turned over the honorarium of \$1000 tendered him by the Variety Clubs of America to the George Washington Carver Foundation here today.

Dr. Carver handed the envelope to Dr. F. D. Patterson, President of the Foundation, with the surprising statement:

"I take great pleasure in adding a little of my own, bringing the sum up to \$1,662.88."

Dr. Carver's gift is to be added to the original sum of \$33,000 which he gave when the George Washington Carver Foundation was established at Tuskegee Institute in 1940.

In reply to Dr. Patterson's expression of thanks and appreciation Dr. Carver said simply: "It is for our museum. My work must go on."

DR. CARVER'S LETTER TO PRESIDENT PATTERSON**THE GEORGE WASHINGTON CARVER FOUNDATION****TUSKEGEE INSTITUTE, ALABAMA**

Dr. F. D. Patterson, President
Tuskegee Institute,
Alabama.

May 22, 1941.

My Dear President Patterson:

As Chairman of the George Washington Foundation, I am turning over a check for \$1,000, tendered me by The Variety Clubs of America at Atlantic City, New Jersey, May 17, 1941, to said Foundation. I feel sure that they will feel proud to know that their magnificent gift will go on and on blessing all who will take advantage of the large educational collection being installed in the Museum.

I take pleasure in adding a little of my own, bringing the sum total up to \$1,662.88, which I wish added to the original sum given when the Foundation was established.

Very sincerely yours,

G. W. CARVER.

PRESIDENT PATTERSON'S ACKNOWLEDGMENT**TUSKEGEE INSTITUTE, ALABAMA**

DR. GEORGE W. CARVER
Tuskegee Institute,
Alabama.

May 23, 1941.

My Dear Dr. Carver:

As President of the George Washington Carver Foundation, I am deeply grateful for your generosity in turning over not only the magnificent sum of \$1000 tendered you by the Variety Clubs of America, but also making available a further contribution of \$662.88 of your personal funds.

I don't see how there could have been exhibited a more unselfish gesture on the part of anyone. I think your action amply demonstrates the wisdom of The Variety Clubs of America in making you the recipient of the 1940 Award. This recognition is an additional tribute to the Negro race and will stand as a source of inspiration to young people throughout the nation.

With hearty felicitations and with sincere thanks, I am

Very truly yours,

F. D. PATTERSON,
President.

The Variety Club's Award to Dr. Carver is a magnificent silver plaque. The engraving is done to suggest the proscenium arch of the stage with curtains drawn to show a group of characters symbolizing the varied humanitarian activities of the organization. There is a blind man with the seeing-eye dog; a boy scout with camp tents in the background; the open door of a hospital; a nurse with a tiny baby in her arms and a frail child clinging to her skirts; close by are a baby incubator, an iron lung, and rows of milk bottles; with Pier 25 as a background an immigrant stands bewildered. In the lower right hand corner, bold in relief, a typical circus Barker shouts attention to the scene above. The plaque is valued at \$650.

A superbly phrased and exquisitely wrought parchment accompanied the plaque and will be framed with a goldtooled leather mat and hung beside the plaque in the Carver Museum.

The parchment records the conferring of the award to Father Flanagan of Nebraska Boys' Town in 1938, to Miss Martha Berry of the Berry Schools, Rome, Georgia, in 1939. Then the Carver citation in 1940 as follows:

Whereas, The Variety Clubs of America through a National Nominating Committee of thirty-four eminent editors, publishers, authors, and radio commentators have diligently, patiently, and impartially sought to single out another humanitarian in the lofty tradition of the past two selections do now

Resolve, That their choice for the year 1940 shall be

Dr. George Washington Carver, Director of Research, Tuskegee Institute, Alabama, who though born of slave parents has risen through his intellectual research in virgin fields, patient, unselfish and unrequited service to mankind, into the ranks of the world's foremost scientist and humanitarian; be it further

Resolved, That in recognition of his tremendously important achievements The Variety Clubs of America do hereby confer upon him its annual award of merit, a silver plaque commemorating his selection, and an honorarium of one thousand dollars in cash in token of his sublime service in restoring a multitude of helpless people to happy and productive life through the instrumentality of his brilliant laboratory researches.

Given by unanimous consent of our convention in Atlantic City, New Jersey, May 15, 1941, under the hand and seal of

NATIONAL CHIEF BARKER.

JOHN H. HARRIS.

THE WORLD'S BEST INVESTMENT

Of course it is patriotic to buy United States Savings Bonds. That is so obvious that there is no use wasting space talking about it. And of course it is NECESSARY for all of us to buy United States Savings Bonds. That also is self-evident, for if we aren't prepared to defend this country we shall lose it, and if we don't put up the money for ships and planes and guns we can't defend it. Therefore, being grown-up and possessed of a fair amount of intelligence, there is small reason for any of us to discuss the patriotic or practical reasons for buying United States Savings Bonds. We know that we SHOULD and MUST buy them.

As a plain matter of fact everybody in this country should be grabbing at the chance to buy United States Savings Bonds for purely SELFISH reasons, for—without question—they are, under present conditions, THE WORLD'S BEST investment. They are backed by the full faith and credit of the United States Government, both in respect to principal and interest.

What is "the full faith and credit of the United States Government?" Well, if it should ever come to a showdown, the full faith and credit of the United States Government is the full faith and credit of every individual and every business enterprise in this country; it is every building, every square inch of land, every article of every kind in the United States. It is more than that—it is the total earning power of every man and woman in the nation. From the standpoint of "full faith and credit," the United States is ALL OF US—every penny any and all of us possess, including the twenty-three billion dollars in gold held at Fort Knox and other places in this country.

We talk a lot and worry a lot about our enormous public debt, and we SHOULD. But, when you get right down to it, all the rest of

the world TOGETHER couldn't put up the collateral owned by Uncle Sam. Most of what they did put up was worthless even at an East Side pawnshop.

If Hitler had the wealth of Britain and the United States he could soon rule the world and everybody in it. Without this money he is doomed—and KNOWS it. That's why we've got to watch our step. Nobody can fool stuffs a safe full of money, and it is unlocked and unprotected. The army and air force are OUR watchmen. They can't do a lot, but we must have them.

Now, let's get down to brass tacks. There are three types of United States Savings Bonds—Series E, Series F and Series G. NONE OF THE THREE ARE TRANSFERABLE. Series E and Series F are "time bonds," ie, you get your return at the increase in their value. Series G are "income bonds," ie, you buy them at a nominal value, and you receive 2.5 per cent interest semi-annually. They are offered at par and are redeemable at par held 12 years from date of issue.

Roughly speaking, the Series E bonds are intended for the smaller investor, the Series F bonds for people who can invest \$50,000 a year, and the Series G bonds for individuals, associations and corporations that want current income checks. All types of bond can be registered in the name of one individual; (2) of two individuals as co-owners, or (3) of one individual and one individual as beneficiary. Series E and G bonds can ALSO be registered in the name of any association, partnership or corporation.

Owners are limited to \$5,000 of Series E bonds (maturity value) issued in any one calendar year. Owners are also limited to \$50,000 of either Series F or G bonds in any one calendar year.

Series F and G, issued in any one calendar year. Series E bonds may be redeemed at any time after 60 days from issue date of bond, and Series F and G may be redeemed on one month's written notice after 6 months from issue date of bond. A table showing the redemption value appears on the face of each bond.

Most of us probably will prefer the Series E bonds because they pay the best interest and are more within our reach. These bonds earn 2.9 per cent a year, compounded semi-annually, if the bonds are held 10 years, at which time they reach maturity. These Series E bonds include the following:

Issue Price	Maturity Value
\$18.75 will increase in 10 years to	\$25.00
37.50 will increase in 10 years to	50.00
75.00 will increase in 10 years to	100.00
375.00 will increase in 10 years to	500.00
750.00 will increase in 10 years to	1,000.00

The Series F bonds, which come in denominations of from \$100 to \$10,000, pay 2.53 per cent, compounded semi-annually, when the bond is held to maturity, and require 12 years to mature. And, as explained, the Series G bonds (which come in the same denominations as Series F) pay 2.5 per cent a year, are offered at PAR, and are intended to yield a regular income, which is paid semi-annually by U. S. Treasury check.

Series E bonds may be purchased at United States Post Offices, at Federal Reserve Banks, at other Banks that have qualified to sell them, at designated Sales Agencies, or may be obtained direct by mail from the Treasurer of the United States, or from any Federal Reserve Bank. Series F and G bonds may be purchased from any of the above EXCEPT U. S. Post Offices. ALL BONDS ARE REGISTERED.

In addition to the Bonds, the Government is also issuing Postal Savings Stamps. These

may be purchased at Post Offices and elsewhere, and at time of purchase a stamp card or album will be given the purchaser in which he can mount the kind of Postal Savings Stamp he desires to collect. These stamps come in denominations of 10 cents, 25 cents, 50 cents, \$1 and \$5, and are redeemable at par towards the purchase of Savings Bonds. In this way it is possible to save gradually, and when sufficient stamps have been obtained exchange them for Bonds. There is no finer way to teach patriotism and thrift to children than to encourage them to purchase these Postal Savings Stamps, and mount them on cards or in albums.

There you have the important facts about the WORLD'S BEST INVESTMENT—United States Savings Bonds and United States Postal Savings Stamps. They deserve, should have, MUST have, the widest possible sale.

Let's all of us form the habit of putting as much of our money as possible in these DEFENSE SECURITIES. What a bulwark of financial strength they will be for US when this dreadful war is over and the next depression comes along! And they are just as safe—just as good—as the currency in our pockets, PLUS interest.

Washington said: "In times of peace prepare for war."

RIGHT!

But, just as much of a truth is this: IN TIMES OF WAR PREPARE FOR PEACE (and its readjustments and deflations).

Now is the time to buy U. S. Savings Bonds!

Jesse E. Ricker

HOW MUCH IS A NEW CUSTOMER WORTH?

Jim Talcott says a new customer is worth a hundred dollars; Charlie Chamberlain says a new customer is worth a thousand dollars. Which is right?

In 1934 Chamberlain sold a thousand small blotters to a Motor Transport Company for \$18.40.

In 1935 Chamberlain boosted the order to 4800 blotters for \$68.

In 1936 the order for 4800 blotters was renewed and the customer also bought 100 holiday greetings for \$24 and 500 R-9 hangers for \$161.05.

In 1937 the blotter order increased to 5000 for \$82.76, the greeting order was renewed and in addition the customer bought twenty-seven Will Rogers billfolds for \$117.76 and 1500 Will Rogers calendars for \$489.40.

In 1938 the customer placed part of his order elsewhere and only bought greetings and hangers from Chamberlain for \$500.

In 1939, however, he came back with a \$483 sale of Will Rogers hangers, a \$118.10 order for Will Rogers deluxe calendars, a hundred greetings for \$24.25 and \$70.33 worth of blotters.

1940 rolled 'round and the order called for \$600 worth of Will Rogers calendars, \$15 worth of greetings and \$600 worth of pencils.

Now it's 1941 and to date the customer has bought \$609.25 worth of Will Rogers calendars, \$1200 worth of greetings and pencils, and an additional order for \$185.

Over an eight-year period of time, Chamberlain has sold this concern twenty-four orders for a volume of \$5,500, starting out with an \$18.40 blotter order, and has sold every part of the line. Estimate Chamberlain's commissions and you'll have the answer to the question.

HOW MUCH IS A NEW CUSTOMER WORTH?

Calendars of All Times

• Radio Script by Irve Tunick, from
the program, "The World Is Yours"

WHY WASN'T 1900 A LEAP YEAR?

In this fine educational radio program, presented June 21, 1941, by the National Broadcasting Company, that simple question leads "Oldtimer" to an interview with Dr. Herbert Krieger of the Smithsonian Institution.

And the interview produces the best brief history of the calendar we've heard or read. That is why we have obtained permission to print the radio script in The REVIEW.

The script is printed exactly as it was mimeographed for the cast of "The World Is Yours." Complete stage directions are included, for your information and amazement. What's a "walla walla of voices"? A crowd chattering! Use your imagination on the others.

For complete credits on authorship, see the Announcer's final speech, last paragraph of the script.

MUSIC:.....(1).....FANFARE

ANNOUNCER: The World Is Yours!

MUSIC:.....(2).....MELODIOUS THEME

ANNOUNCER: (NOT TOO FAST) Men have searched the earth, the air—even the sun and stars in their never-ending quest for knowledge. And now the National Broadcasting Company joins forces with the Smithsonian Institution and the United States Office of Education in this NBC Public Service Feature to bring you the wonders of the Smithsonian Institution—that unique center in our national capital dedicated to the increase and diffusion of knowledge.

MUSIC:.....(3).....FANFARE

ANNOUNCER: Today THE WORLD IS YOURS brings you the story of "Calendars of All Times"—and to guide us, as usual—our very good friend—the Oldtimer!

OLDTIMER: Hello, folks—welcome once again to the Smithsonian Institution and another half-hour of wandering through the magic halls of knowledge. Knowledge is something no one can take for granted. Very often, we become so familiar with a thing, that we just kind of rest on our laurels—sure we know all we have

to know about that particular subject. But a fact is like a mule—sometimes, quite unexpectedly, it rears back and kicks you smack in your complacency. You suddenly realize that you don't know all you think you know—and, folks, take it from me—that can be embarrassing. I know. I speak from sad experience. (SIGHS) I always thought I knew the how and why of a calendar. 365 days in a year—except leap year, with 366 days. Twelve months in a year—and as for the months—well, that was easy—

*Thirty days has September,
April, June and November.
All the rest have thirty-one,
Excepting February which has 4 and 24,
And every leap-year one day more.*

So, with that, I took the calendar for granted. And then came my undoing. It all started when I was selected to represent our little community, Parkside, in its annual quiz contest against our bitter rivals, the folks from Sunnysvale. (FADING) All the folks were gathered in the auditorium of the high school—the contest was just about to begin—

(WALLA WALLA OF VOICES)

MRS. SPINK: (HIGH, GIDDY VOICE) Now, Mr. Oldtimer—you just *MUST* win—you really must!

OLDTIMER: Why, Mrs. Spink—have you any doubts?

MRS. SPINK: We-ll, I still think my husband—

OLDTIMER: Your husband? Ha! Remember, Mrs. Spink—I've been on the air with "The World Is Yours" for over five years now—and, if I do say so myself, I've accumulated a mass of miscellaneous knowledge. Set your mind at rest. I will bring home the bacon for good old Parkside.

MRS. SPINK: Bacon? The prize isn't bacon. It's a wonderful collection of mixed preserves donated by Himmeldingers Grocery Store. Haven't you seen it? It's on the platform. Oh—it's really a wonderful assortment. Pickled walnuts, diced

watermelon rinds, stuffed dates, gooseberry marmalade.

OLDTIMER: I know that, Mrs. Spink.

MRS. SPINK: Well, I should hope you would. It's just what we need for our annual picnic. The community will be ver-r-ry mad at you, Oldtimer, if you don't win it for us.

OLDTIMER: Ho! That jam is as good as smeared on Skipper's face right now. Isn't it, Martha?

MARTHA: I hope so, Father. But—

OLDTIMER: But what?

MARTHA: Well, if you lose—we'd better start looking for another house. Life won't be livable in Parkside if you don't win that collection of mixed preserves.

SYLVESTER: (*ABOUT 15*) Are you the Oldtimer?

OLDTIMER: Yes.

SYLVESTER: I'm Sylvester Wellington Gibley. I represent Sunnyvale!

OLDTIMER: You?

SYLVESTER: Yes. (*OFFHAND*) Well, I just wanted to warn you—good-bye.

OLDTIMER: Well, of all—Oh, now, I say—this won't be fair. Why—he's just a kid.

MARTHA: Never you mind about that—

OLDTIMER: It will be like taking candy from a baby.

MARTHA: Seems to me that isn't as easy as it's cracked up to be.

OLDTIMER: (*LAUGHING*) Well—if it's all right with Sunnyvale—it's all right with me. Ho! This is going to be a cinch—

(*WHISTLE*)

HIMMEL: (*SLIGHT GERMAN ACCENT*) Quiet. Quiet, please!

(*WALLA WALLA OUT*)

Ladies and gentlemen, we will now start the quiz contest for the grand prize I have donated from my store on the corner of Oak and Main where bargains are always bargains. The price is this collection of mixed preserves costing me wholesale \$12.56. Nice, eh?

(*LAUGHTER*)

Now — representing Sunnyvale — Sylvester

Wellington Gibley!

(*APPLAUSE*)

And — representing Parkside — the Oldtimer!

(*APPLAUSE*)

All ready, contestants?

GIBLEY: All ready.

OLDTIMER: So am I.

HIMMEL: First, Sylvester—what is cambric?

GIBLEY: (*VERY SUPERIOR AND FAST*) Cambric is a cloth that originally was produced in the Flemish town of Cambrai, in the department of Nord, France. Originally it was made of fine linen.

HIMMEL: That's absolutely correct.

(*APPLAUSE*)

MARTHA: (*SOTTO*) Oh—he's—he's pretty good.

OLDTIMER: Luck—just luck.

HIMMEL: Now—the Oldtimer! What State was the last to join the Union.

OLDTIMER: Er—hmm—let's see now—it was—

MARTHA: (*SOTTO*) Ooo-oo—

HIMMEL: No coaching—

OLDTIMER: (*HALF-SURE*) Arizona?

HIMMEL: Correct!

(*APPLAUSE*)

OLDTIMER: Whew—that was close.

HIMMEL: Sylvester—what State joined the Union during a war?

SYLVESTER: West Virginia. Brought into the Union in the year 1863—June 20—during the late conflict between the States.

HIMMEL: Correct!

(*WILD APPLAUSE*)

OLDTIMER: (*WITHOUT HUMOR*) Ha! Lucky kid—they ask him what he knows. Can't keep it up.

HIMMEL: Oldtimer—was the year 1900 a leap year?

OLDTIMER: (*CASUALLY*) Ha! That's too easy—of course it was a leap year!

(*WHISTLES, COW-BELLS, GONGS, ETC.*)

HIMMEL: That's wrong. The year 1900 was

not a leap year. Sunnyvale wins the collection of mixed preserves!

(WILD CHEERING)

MARTHA: Oh, Father—how—how could you?

OLDTIMER: Hey, wait—I protest! My answer was right. 1900 was a leap year. All years divisible by four are leap years. 1900 is divisible by four—it must have been a leap year. Mr. Himmeldinger—I protest.

HIMMEL: On the paper it says that 1900 wasn't a leap year.

OLDTIMER: The paper is wrong.

HIMMEL: I go by the paper. You lose.

OLDTIMER: I protest.

MRS. SPINK: Humph! Now, my husband—

OLDTIMER: But, I tell you—

MARTHA: Father—we—we'd better go home.

OLDTIMER: No! Wait! My answer is right. Absolutely. I'll prove it. Tomorrow I'll go to Dr. Krieger at the Smithsonian and ask him. He ought to know. Will you take his word?

HIMMEL: Sure.

OLDTIMER: All right, then. Don't give that collection of assorted preserves to Sunnyvale until I can check up. That's fair enough.

HIMMEL: Sure—that's fair.

OLDTIMER: OK. Don't worry, folks—I'm right—absolutely right. Tomorrow I'll go to Dr. Krieger and let him prove it. Yes, sir. (FADING) I'll go right to him and ask him if the year 1900 was a leap year. And he'll say—

KRIEGER: (IN SHARP) NO!

OLDTIMER: (INCREDULOUS) No?

KRIEGER: No—I'm afraid not. The year 1900 was not a leap year.

OLDTIMER: But—but—but it's divisible by four. Every year divisible by four is a leap year.

KRIEGER: That's right—except for three times every four centuries.

OLDTIMER: And—and 1900 was—was one of those three times.

KRIEGER: That's right.

OLDTIMER: (GULPING) I'm a ruined man. But—but I still don't understand—

KRIEGER: I'm afraid you're suffering from granted-itis—

OLDTIMER: Granteditis? What's that?

KRIEGER: That's a disease most people suffer from. It's caused by taking too many things for granted. Jumping at conclusions is a positive symptom.

OLDTIMER: But—but, shucks—the calendar—everybody takes that for granted.

KRIEGER: Probably—that's why so few people really understand it. Really know how many centuries of work, of patient, scientific observation and calculation have gone into those sheets of paper they blithely rip off their pads at the end of the month. People don't realize that the calendar—the matter-of-fact listing of days, months and years is one of the supreme triumphs of civilization.

OLDTIMER: But why? A year is a year—a month is a month—

KRIEGER: There's more to it than that, Oldtimer. Lots more. For one thing a calendar presupposes a number of highly advanced civilized steps. First—a language—then, a numeral system. You can't have a calendar unless you can count. Right?

OLDTIMER: Yes.

KRIEGER: And a calendar also presupposes mechanical means of measuring time, units of measurement and writing materials. Without any of these, there'd be no way to make the very fine mathematical calculations that go into any calendar.

OLDTIMER: Yes, I see that.

KRIEGER: So—right off—it's perfectly evident that the calendar had to wait on a number of inventions before it could be formed.

OLDTIMER: In other words, primitive people had no calendars.

KRIEGER: Not as we know them. Not the units of strictly limited duration that are the backbone of our system of time counting. Primitive people had no way of accurately measuring time, so their calendars were based upon certain observations of natural phenomena that recurred often enough to—well, to be remembered. The rising and the setting of the sun, for instance. When the sun went down, he went to sleep. When it came up it was dawn—so primitive man counted the days as “sleeps,” “suns,”

"nights" or "dawns." In other words, he used a calendar of association.

OLDTIMER: Yes, I know that. They even measured years that way. The American Indian always says he is so many "winters" old—or so many "snows."

KRIEGER: That's right. And there are many other ways that the more primitive people hit upon for measuring time. In Korea the ripening of the cucumber made a handy calendar—in Sumatra it was the intervals between smallpox epidemics. And so it went—all by association.

OLDTIMER: That's very interesting.

KRIEGER: And sometimes strangely beautiful. I remember a few years back a Blackfoot Indian enumerated the months of the years to me. (*FADING*) It was a symphony of the seasons—

MUSIC:.....(4).....INDIAN THEME IN
LOW AND UNDER

INDIAN: Among our people, the year starts when the trees are born anew. Then we count our moons. March—that is the green moon; April, the moon of plants; May, the moon of flowers; June, the hot moon; July, the moon of the deer; August is sturgeon-moon—for it is then that we catch the fish; September is the fruit moon; October, the traveling moon, for it is then we take our tepees and go to the hunting ground for the winter; November is beaver-moon, for then the beaver hides in his lodge in fear of winter. December is the hunting-moon—January, the cold moon—and the year is dead at the end of February, the snowy moon! When the twelve moons are over, we add one more—and that is the lost moon!

MUSIC:.....(4).....UP AND OUT

KRIEGER: (*COMING IN*) Primitive people are often exquisitely logical. In the constantly recurring phenomena of nature they found a method of calculating time by association. But this method did not differentiate one year from another and it was not sufficiently accurate to satisfy the needs of civilized men.

OLDTIMER: As Shakespeare said: "Time's the King of men—he's both their parent and he is their grave."

KRIEGER: True enough—and because Time was so important, the necessity for finding a method of measuring it became paramount. Man began to look about him for a better—more accurate day, month and year-count. And he found it

in the sky. Seasons fluctuate, but the stars, the moon and the sun are steady. And so he began to study the heavens—

OLDTIMER: With what—there were no telescopes in those days.

KRIEGER: No—that's true. The telescope had to wait for countless thousands of years to pass. But the ingenuity of man found other methods. First, he learned to set a stone or a stick into the ground—its shadow moved with the sun and could be measured.

OLDTIMER: Like a sundial.

KRIEGER: That's right. Then he found a straight stick that he applied to his eye and aimed at a distant object. The shadow and the stick were the almost unbelievably crude weapons he used to conquer the mysteries of the universe.

OLDTIMER: How well did he succeed?

KRIEGER: Extremely well. And here is an amazing point—the calendar, derived from the sun, moon and stars, dates from the very dawn of history—yet the mechanics of astronomy—the telescope, for instance—are no more than 300 years old.

OLDTIMER: That's really putting the cart before the horse.

KRIEGER: And the cart was almost upset before it really got on its way. Those early astronomers ran smack into a problem that just about—but not quite proved their undoing.

OLDTIMER: What was that?

KRIEGER: Well, the first thing that attracted the attention of early calendar-makers was the moon. They found that it took $29\frac{1}{2}$ days for the moon to complete its cycle. That was pretty easy—they just watched for the new moon. By counting the days to the next new moon they soon found that, on the average there are $29\frac{1}{2}$ days in a lunar month—so most of the ancient calendars like that of the Blackfeet were based upon the moon.

OLDTIMER: That sounds logical—

KRIEGER: Ah, but wait—he noticed something else—the seasons. They went through a cycle, too. Spring, summer, fall and winter. As a farmer, he recognized the changing seasons and thus he slowly began to recognize another division of time—the year. And the year, of course, was based upon the sun—the number of days

it took the earth to complete its ellipse about the sun. So he had two divisions of time—the lunar month and the solar year.

OLDTIMER: As simple as that.

KRIEGER: Not quite so simple. The old astronomer found that out. Perhaps it was back in the days of Hammurabi, ancient Babylonian king, that the problem of attempting to fit lunar months into solar years first came to notice. In those days the New Year was celebrated on the first day of the month of Nisan, (*FADING*) somewhere in March of our year—

MUSIC: (5) ANCIENT RELIGIOUS PROCESSIONAL MUSIC IN

(HEAVY GONG AND MUSIC OUT)

PRIEST: Who comes before the gate of the Temple of Marduk?

KING: It is I, Hammurabi, King of Babylon.

PRIEST: Do you come to Marduk as King or subject?

KING: I bow to Marduk.

PRIEST: So it must be. Divest yourself of the signs of office. Give me your ring, your sceptre, the toothed sickle and crown and I will set them before the throne of Marduk.

KING: I give all these to Marduk.

PRIEST: (*FEIGNING ANGER*) Art thou greater than Marduk? Speak! Answer!

KING: There is none greater.

PRIEST: Art thou a sinner? Confess! Confess!

KING: That I am.

PRIEST: Art thou not the lowliest of the low—the meanest of the mean—the poorest of the poor?

KING: That I am.

PRIEST: In His name I smite you!

(LOUD SMACK)

Again! Again!

(LOUD WAILS FROM HAMMURABI)

KING: It is true—true! I have sinned!

PRIEST: I pull you by your ear into the sight of Marduk! (*FADING AS WALLA WALLA OF CROWD NOISE COMES IN*) Confess! Confess your sins, Hammurabi. Confess so thou might be forgiven!

(LOUD WAILS OF KING FADING AS)

1ST MAN: Ha! The King cries. That is a good sign. The new year shall be a good one.

2ND MAN: It is so. Last year he shed not a tear—and the crops failed and the drought was severe through all Babylonia!

1ST MAN: Last year the priest barely touched him on the cheek. Ah—but this year—I felt the pain in my own cheek when he slapped the King.

2ND MAN: This is the one time in the year when I am glad I am not King. The way he dragged Hammurabi into the temple by the ears—Ooof! Come—let us go into the temple and hear Hammurabi confess—Make way! Make way, there!

(WALLA WALLA OF VOICES UP AND DOWN INTO MURMUR AS)

KING: (*SLIGHT ECHO*) That I have let blood, I confess! That I have sought what is not mine, I confess. But I ask forgiveness, O Great One! Forgive this sinner!

PRIEST: And so it shall be! Marduk is forgiving—he returns to thee, thy ring—thy sceptre—thy toothed sickle and thy crown—and invests thee again with the Kingdom of Babylon. But—so thou shalt not forget the lesson—he leaves this reminder—

(LOUD SMACK AND WAIL FROM KING—WALLA WALLA OF VOICES UP AND UP)

1ST MAN: The King cries—that is a good sign! . .

2ND MAN: The King cries—the year shall be a happy one. Ah—so it shall be—a Happy New Year!

MUSIC: (6) TAG IN AND OUT THEN SEGUE TO LIGHT THEME AS OF HARPS AND LYRES IN BACKGROUND

KING: Now that the ceremony is over—the shouting and the feasting is done—and I have been smitten—and am once more King of Babylon—I have the right to ask of you a question, O High Priest.

PRIEST: That is your right.

KING: Tell me this. Am I wrong, or is it as it appears—that year by year the season of the Feast of Marduk—the celebration of the New Year—grows colder and colder?

PRIEST: It is so.

KING: Why is that? Why does not the feast come upon the same day of the same season each year?

PRIEST: Sire, it is a problem that baffles us. We know why it happens—why each year the New Year comes sooner than the last—but we do not know what we can do about it.

KING: Why does it happen?

PRIEST: It is all mathematics, sire. The lunar month is $29\frac{1}{2}$ days. Twelve moon-months make the circle of the year. You follow, Sire?

KING: Go on.

PRIEST: The twelve moon-months equal 354 days—but this is less than it takes for the seasons to complete their cycle.

KING: And how long is that?

PRIEST: According to the Egyptians—who measure it by the star Sop-du—it is 365 days.

KING: 11 days longer than the moon-year.

PRIEST: Exactly, sire. So it is that each year we lose 11 days. That is why the Feast of Marduk grows colder every year—we no longer celebrate it in the same season as we did years ago.

KING: Can it be adjusted?

PRIEST: We cannot add an extra month every year—that would make the year 384 days long—it is a very great problem, sire. There is only one way to solve it.

KING: Yes?

PRIEST: The priesthood will keep watch on the moon and the seasons, and when we have fallen back too far, we will so inform you, sire—and you must command that in that year there will be an extra month.

KING: That is wise.

PRIEST: And necessary, sire. In this very year it is necessary—

KING: So it shall be. Scribe!

SCRIBE: Sire?

KING: Send a message to all my governors—This year shall have an extra month. The coming month shall therefore be called 2nd Ululu—I, Hammurabi, King of Babylon—command it!

MUSIC: (7) TAG AND BRIDGE

KRIEGER: And that is the way the priests of ancient Babylon attempted to solve the problem of

equalizing the lunar month with the solar year—a problem mathematically unsolvable.

OLDTIMER: Like squaring the circle.

KRIEGER: Something like that. Well, it was left to the Egyptians to really establish the beginning of our modern calendar. They were realists—and they recognized the solar year as the only logical year—and quickly adopted it. As for the months. They claimed a perfect right to divide the year up as they saw fit—the moon to the contrary notwithstanding. They reckoned the solar year as containing 365 days—so they cut the year up into 12 equal months of 30 days apiece.

OLDTIMER: That still left five.

KRIEGER: That's right—and these five days were tagged on after the end of the last month of the year. These five days, strictly speaking belonged to no year—but were dedicated to the gods—as Holy Days—or holidays.

OLDTIMER: Not a bad idea.

KRIEGER: Not at all.

OLDTIMER: And with that—the problem was solved.

KRIEGER: Again—no. There was still a little left—just about 6 hours.

OLDTIMER: Six hours?

KRIEGER: That's right. The length of the solar year is not just 365 days—but 365 days, five hours, 48 minutes and some seconds—about $365\frac{1}{4}$ days. That little fraction soon began to add up—

OLDTIMER: In what way?

KRIEGER: Well, in the beginning, the new year exactly coincided with the rising of the star Sop-du, or Sirius, and the beginning of the season of the Nile Flood. As time went on the first day of the month Thoth seemed to differ from the natural events, on earth and in the sky, with which it had been associated. At first it was barely noticeable. Then it became clearer—the New Year no longer came at the time of the Floods—it came sooner—first days—then weeks—then months sooner. It was the little fraction adding up. 6 hours—but multiply that by a hundred years and you have 600 hours—or almost a full month a century.

OLDTIMER: Not so good.

KRIEGER: Not good at all. Gradually it was realized that spring was advancing into summer, and

summer into winter. What to do about it? About the year 238 B.C., Ptolemy III, a descendant of one of Alexander the Great's generals, ruled Egypt. He made a simple proposal—

PTOLEMY: Each year we have five days of festival. That is fine. Now we know that our year falls short of the true solar year by one-quarter of a day. Why not do this: why not add a sixth festival day every fourth year? Why not?

PRIEST: Pharaoh—hear me! I am a priest of Osiris! Our calendar is a holy thing—it must not be violated.

PTOLEMY: This is no violation—merely a correction.

PRIEST: Listen to me, Pharaoh—the calendar is as old as the Pyramids—as old as the Sphinx. The Five days of Osiris have come in their unaltered sequence for thousands of years. No hand must touch them. To add a day—make five into six—is an act of sacrilege.

PTOLEMY: I say it is not—and I am Pharaoh.

PRIEST: I say it is—and I speak for Osiris!

PTOLEMY: I will command it!

PRIEST: And I will disobey your command. Egypt will disobey it! Thou art mighty, O King—but all the Kings that ever lived would not have strength enough to change one minute of our sacred calendar. Hear me, Pharaoh—you are called the Benefactor—and your reign has been wise and good. But do not forget this: your grandfather was a Greek who came and took this land by blood. We submit to your laws, we submit to your chains—we submit, I say, to all your acts—but one! The sun will sink forever into the desert—forever, I say,—before we of Egypt add one Greek second to our calendar. Mark that, Pharaoh—mark that well!

MUSIC: (8) TAG IN AND OUT

KRIEGER: And the priests won. Although Ptolemy III in the year 238 B.C. officially fixed the year at $365\frac{1}{4}$ days, and added a leap-year every fourth year, this simple reform was refused by the priesthood.

OLDTIMER: When was it finally accepted, Dr. Krieger?

KRIEGER: Not until the time of Julius Caesar—and it is to him that we really are indebted for our modern calendar. When Caesar was elected Pontifex Maximus or head of the College of

Pontiffs in the year 63 B.C., he found himself responsible for the calendar. And he found a peck of trouble. The Roman calendar was established about the year 670 B.C. by Numa Pompilius. It was Pompilius who named the months much as we know them today. Well, the Romans tried their hand at the old game—matching lunar months to the solar year—and the result, as usual, was pretty awful. First of all, they believed even numbers unlucky—so the months, with one exception were either 29 days long or 31 days long.

OLDTIMER: What was the exception.

KRIEGER: February. That had 28 days. Somehow or other, poor February has always been the stepchild. It took a licking even back in those old days. Well, the Romans put their calendar in the hands of the pontiffs—they depended upon that worthy crew to signify the number of days in a month and also the days on which the festivals would fall—particularly the Calends, Nones and Ides—usually the first, seventh and fifteenth days of the long months and the first, fifth and thirteenth days of the short months.

OLDTIMER: Calends? Is there where the word calendar comes from?

KRIEGER: Yes. At intervals it was the custom of a minor pontiff to keep on the look out for a new moon. At the first sign of it, the plebs or common people would be invited to assemble at the capitol. The pontiff then cried—

VOICE: (HIGH AND FADING OUT) Calo—Calo—Calo—Calo—

KRIEGER: (COMING IN) Several times the call was completed, and the number of calls indicated the number of days that would elapse before the beginning of the next month. The opening day was thus called the Calends—and from that—calendar!

OLDTIMER: Very interesting—

KRIEGER: When Julius Caesar came upon the scene, centuries of mismanagement of the calendar by the pontiffs had thrown it out of gear so much that very often Caesar himself did not know what month he was living in. Well, he handled the problem in typical Caesar style. First off, he arbitrarily made the year 46 B.C. 445 days long thus bringing the months back to their right seasons. Then he went to the greatest astronomer then living—Sosigenes of Alexandria—and begged for a solution—

SOSIGENES: (*OLD AND CREAKY*) What is the use? Eh? Why do you come to me? I can do nothing. Nothing. The priests will not permit it.

CAESAR: I am Caesar—I am greater than any priest. Tell me, Wise Man—what must be done to make the calendar a true standard of time?

SOSIGENES: Remember Ptolemy! He tried—he failed.

CAESAR: I will succeed. Tell me how.

SOSIGENES: Remember Ptolemy! Pharaoh of Egypt—

CAESAR: Listen to me, Old Man—I am more powerful than any Pharaoh. Ptolemy only ruled Egypt—I rule the world! Now—tell me what is to be done!

SOSIGENES: Four things—

CAESAR: What are they—

SOSIGENES: First! First you must discard the lunar year! Wipe it out, Caesar!

CAESAR: It will be done.

SOSIGENES: The solar year must be taken as $365\frac{1}{4}$ days!

CAESAR: It shall be so taken!

SOSIGENES: The civil year must be exactly 365 days—

CAESAR: But the fraction—

SOSIGENES: Ah, remember Ptolemy! His was the true solution. Once every four years extend the days to 366—and that will make the calendar true!

CAESAR: That is all there is to do?

SOSIGENES: Caesar—that is enough. You will have the world to convince—

CAESAR: The world is mine. I never stop to convince. I go forward to conquer!

MUSIC:.....(9).....TAG IN AND OUT

KRIEGER: Caesar compiled his calendar, but before it could be put into effect through the Roman world he was murdered and the task fell to Augustus. He tackled the job with a will—proclaimed the year 8 A.D. as the first leap year—rearranged the days of the month into the order we now recognize—and incidentally—named July after Caesar and August after himself.

OLDTIMER: Well—that's swell—but I still don't see why the year 1900 wasn't a leap year—it's divisible by four.

KRIEGER: Ah, that brings us to the last adjustment of the calendar. Remember—Caesar figured the year as $365\frac{1}{4}$ days. Actually, the year is a bit less—365 days, 5 hours, 48 minutes, 46 seconds—

OLDTIMER: Well—that's only about 11 minutes out of the way.

KRIEGER: That's right—11 minutes, 14 seconds. Not much per year—but in the course of a thousand years—the little minutes added up to 7 days, 19 hours, 13 minutes and 20 seconds. That's enough to notice—

OLDTIMER: Yes, it is.

KRIEGER: And in the year 1582 it was noticed by Pope Gregory XIII. By that time, the calendar was 11 days out of focus. The Pope, with the advice of his astronomers, ordained that 11 days be omitted from the year 1582. October 4th was immediately followed by October 15th. And—in order to avoid the discrepancies in the future—he enacted a new and ingenious adjustment of leap years. It was arranged that leap years should be omitted three times in four centuries. Thus, 1600 was a leap year—but 1700, 1800 and 1900 were not—

OLDTIMER: Uh-huh—there it is.

KRIEGER: 2000 will be a leap year—but—2100, 2200 and 2300 will not. Understand?

OLDTIMER: Uh-huh—but it doesn't make me happy. Did that finally fix everything?

KRIEGER: Well, just about. The Gregorian year is still about 26 seconds shorter than the solar year.

OLDTIMER: More trouble.

KRIEGER: Well, not for a while. It will take 3,323 years for the error to amount to a day.

OLDTIMER: Well, I'm not waiting around for that. (*SIGHS*) I think I'd better be on my way. Thanks a lot for explaining this all to me, Dr. Krieger—it was really swell of you.

KRIEGER: Nonsense. Glad to be of help. Hope I was.

OLDTIMER: Oh, sure.

KRIEGER: What are you so glum about?

OLDTIMER: I'm just thinking of mixed preserves—

and wondering how I can fit a lunar pocketbook into a solar price tag.

MUSIC:.....(10).....TAG AND BRIDGE
(DOOR BELL)

MARTHA: Coming—

(DOOR OPEN)

Why, Father—

OLDTIMER: Help me in with these jars . . .

MARTHA: Why father — the mixed preserves.
(CALLS) Mrs. Spink—look here—here's Father with the mixed preserves.

SPINK: Well, I declare.

MARTHA: You see—I told you Father had to be right. He's always right—

OLDTIMER: Oh—sure—

(DOOR CLOSE)

MARTHA: Oh, how wonderful—pickled walnuts—diced watermelon — Hm-m-m! Gooseberry marmalade. Oh, Father—I just have to kiss you. (KISS AND GRUMBLE FROM OLDTIMER) Now, our picnic will be a real success. I'm so proud of you—you old dear!

SPINK: We're all proud of you. Parkside hails the Oldtimer! (CLAPS).

(DOOR BELL)

OLDTIMER: I'll get it.

(DOOR OPEN)

Yes—why—it's none other than Sylvester Wellington Gibley . . .

GIBLEY: The name is Gibley—Sylvester Wellington Gibley.

OLDTIMER: And what can I do for you, Sylvester?

GIBLEY: I'm working for Mr. Himmeldinger now in his grocery store. He sent me after you—you did *BUY* a box of assorted preserves, didn't you?

OLDTIMER: Uh-oh!

MARTHA: Father—you—you bought them? You didn't win them?

SPINK: Humph! Just what I thought.

OLDTIMER: (SIGHING) Yes, I bought them.

MARTHA: Then you weren't right?

OLDTIMER: No—I was wrong. 1900 wasn't a leap year.

SPINK: Now my husband—

OLDTIMER: As for your husband, Mr. Spink—Bah!

MARTHA: Father!

SPINK: Well, I never—

OLDTIMER: Well, Gibley—now that you spilled the beans—what are you waiting for?

GIBLEY: Oh—yes. You forgot something.

OLDTIMER: Forgot something?

GIBLEY: Yes—you took your pickled walnuts—and you took the diced watermelon—and the gooseberry marmalade—but—Haw! Haw!—you forgot the dates!

(GOES OFF INTO GALES OF LAUGHTER)

Get it? Get it? Dates? You forgot the dates! Haw! Haw!

OLDTIMER: (MIRTHLESSLY) Haw! Haw! Haw!

(DISGUSTEDLY) Ain't we got fun!

MUSIC:.....(11).....COMES IN OVER GIBLEY'S LAUGHING UP AND UP FOR TAG

ANNOUNCER: THE WORLD IS YOURS is a series of radio dramatizations presented by the National Broadcasting Company, in cooperation with the Smithsonian Institution and the United States Office of Education. Script by Irve Tunick. Technical adviser for today's story was Dr. Herbert Krieger, Curator, Division of Ethnology, Smithsonian Institution. Original music played by George Crooks. THE WORLD IS YOURS has been presented as a public service by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.

HOW MUCH IS A NEW CUSTOMER WORTH?

Away back in the year 1911, on September sixteenth, the late A. E. ("Gus") Gerlach called upon the owner of a machine shop in the city of Chicago and sold him fifty deluxe water color calendars for \$28.

In 1912 Gus increased the order to seventy-five calendars for \$40.

In 1913 the order called for 75 calendars again but the amount was only \$32 while in 1914 it was again up to \$40 and down to \$34 in 1915, but back to \$40 in 1916 and up to \$48 in 1917.

In 1918 the customer bought only \$16 worth of greetings, but made up by buying 100 deluxe calendars for \$61 in 1919. In 1920 the order was for 150 calendars for \$105, while in 1921 it amounted to 109 and \$139 in 1922. In 1923 it was \$136 and in 1924 it increased to \$153.

In 1925 it was \$98, in 1926, \$105 for calendars and \$69 for Paragon. In 1927, \$113, in 1928, \$125. Here, Nick Osburn took over the account and in 1929 and 1930 the order amounted to \$150 each year while in 1931 it was \$169. The customer did not buy in 1932, and in 1933 his order amounted to only \$84 and to \$93 in 1934.

He skipped 1935 entirely but staged a comeback in 1936 with \$165. In 1937 he bought calendars and leather for \$200 and bought \$165 worth of calendars in 1938, \$155 in 1939, \$156 in 1940 and the same amount again in 1941.

From September 16th, 1911 up to July 9th this year this \$28 customer has placed THIRTY-THREE orders with us for a total volume of \$3,000.

Compute the salesman's commissions on this business and you'll find that this \$28 customer was worth—NOT \$100, but better than \$600.

Does it pay the salesman to open and develop new accounts?

DEAR ERNIE:

I want to tell you how nice the black zipper bag is. It came today and I want to say it is a honey and well worth the effort to win.

I am mighty proud of it, and it is among the good things G-B offers in prizes as well as the wonderful line we sell.

Sincerely,

O. M. WILDMAN.



**The Light of Her Eyes
But Watch Her Eyes Light Up When She Sees
That New Dodge**

**THE E. E. MEYER COMPANY
DODGE AND PLYMOUTH CARS**

1941	JULY						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31	-	-	



ALIBI



LULLABY



BYE BYE

DON'T LET THOSE DOLLARS GET AWAY